



## **EXECUTIVE DIRECTOR/STAFF REPORT:** September 2009

- **Visitor Guide Fulfillments** Mail: **1,058** Downloads: **19** e-Brochures: **1,966**
  - Tour Texas – 173
  - Southern Living – 459
  - Texas Highways – 4
  - AAA Journey – 1
  - See Texas First – 408
  - Discover Texas – 13
  - See Texas First e-Brochure – 1,966
  - Tour Texas PDF Downloads – 19
- **Convention Groups Serviced:**
  - TPMA, Jaguars, Hamilton Baptist Church & D6 Conference
- **Site Inspections:**
  - Southern Baptist of Texas Convention w/Embassy Suites
  - Union Cathedral w/Embassy Suites & Homewood Suites
- **Meetings/Events Attended:**
  - Lunch meeting w/Jim Cosgrove & Rob Martella, US Youth Soccer
  - CVB Website Meeting
  - Partner meetings for new Shop Frisco edition
  - Retail Strategy Meeting
  - Southland Conference Meetings re: NCAA
  - WPBA CC w/Melissa, Anne & Arena Staff re: Billiards Event
  - Gary Oliver at Fieldhouse, re: Prime Time Sports
  - Simpleview Conference Call
  - Sister City Meeting
  - Installation of Exhibits at Heritage Museum
  - Pizza Hut Park regarding national events
  - North Texas Host Committee Dept. Heads/CVB Meeting
  - Stars Figure Skating Club & Ed w/Arena, re: Bidding on upcoming events
  - NFL FAM & So. Florida meeting w/Super Bowl Host Committee
  - EDC/Chamber Event at Dr Pepper Arena
  - Strictly Frisco Planning Meeting
  - Wayfinding Committee
  - Tx Travel Industry Assn conference in Arlington, TX
- **Presentations:**
  - Monthly Report to City Council

- Baptist General Convention of Texas
  - Collin College Hospitality Class presentation
  - Heritage Association presentation regarding Shawnee Trail
- **Sales Missions/Travel:**
  - San Antonio, TX – TSAE Annual Conference (Sponsor)
  - Oklahoma City, OK – GLAMER Show (Group Leaders of America)
  - Oklahoma City and Tulsa, OK – Sales Calls
- **Day Trips Generated**
  - Holladay Tours arriving November 10<sup>th</sup>
- **Special Projects**
  - Conducted Staff Interviews for Corporate Sales Position
  - YES! Expo (Youth Explore Sports)
  - Organized new Volunteer for CVB office
  - Bi-Monthly Calendar of Events for Hotels
  - Completed Hotel Pick-Up Reports